Pearson BTEC Level 3 Nationals Extended Diploma

January 2023

Paper reference **21405J**

Sport

UNIT 22: Investigating Business in Sport and the Active Leisure Industry

Part A

You do not need any other materials.

Instructions

- Your Unit 22 assessment task contains two parts.
- **Part A** is specific to each series and this material must only be issued to learners who have been entered to undertake the task in the relevant series.
- We suggest that you spend no more than 6 hours independently conducting your research and making notes.
- You can take a maximum of four A4 sides of your research notes into the supervised assessment session (**Part B**).
- In **Part B**, you will be issued with supplementary stimulus information building on the case study information in **Part A**.
- In **Part B**, you will have 3 hours under supervised conditions specified by Pearson to respond to the task.
- Do not return research notes or **Part A** to Pearson.
- **Part B** should be kept securely until the start of the 3-hour supervised assessment period.

Turn over ▶

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Instructions to Teachers/Tutors

This paper must be read in conjunction with the unit information in the specification and the BTEC Nationals *Instructions for Conducting External Assessments (ICEA)* document. See the Pearson website for details.

Learners have 6 hours from the release date and before the supervised assessment (**Part B**) to carry out research.

Learners will be expected to conduct research over a maximum of 6 hours. Up to four sides of A4 notes (minimum font size 11) can be taken into the supervised assessment (**Part B**).

Teachers/tutors cannot give any support to learners during the production of the notes and the work must be completed independently by the learner.

Part B is taken under supervision in a single session of 3 hours on the timetabled date.

Learner notes related to **Part A** must be checked to ensure length and contents comply with the requirements.

Learner notes will be retained securely by the centre after **Part B** has been undertaken and may be requested by Pearson if there is suspected malpractice.

Guidance for Learners

Read **Part A** information carefully as this contains the information you will need to prepare for **Part B**.

You will need to carry out your own research.

You will then be given **Part B** to complete under supervised conditions.

You must work independently and must not share your work with other learners.

Your teacher/tutor cannot give you feedback during the completion of **Part A** or **Part B**.

Part A Instructions

You have to prepare notes in response to the information provided in the case study in **Part A**.

The notes can be handwritten or typed and they must contain bullet points and not extended answers. Other content is not permitted.

Part A Case Study

In preparation for **Part B** you will research **three** different online fitness platforms.

Your research should include:

- business operations
- facilities
- products and services
- demographics.

Please check the examination details below before entering your candidate information

Candidate surname	Other names

Centre Number

Learner Registration Number

Pearson BTEC Level 3 Nationals Extended Diploma

Time 3 hours

Paper reference **21405J**

Sport

UNIT 22: Investigating Business in Sport and the Active Leisure Industry

Part B

You must have:
Your research notes from **Part A** (maximum four A4 sides)
Calculator

Total Marks

Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and learner registration number.
- Answer **all** activities.
- Answer the activities in the spaces provided – *there may be more space than you need.*
- Do not return research notes or **Part A** to Pearson.

Information

- The total mark for this paper is 64.
- The marks for **each** activity are shown in brackets – *use this as a guide as to how much time to spend on each activity.*
- A calculator may be used.

Advice

- Read each activity carefully before you start to answer it.
- Try to answer every activity.
- Check your answers if you have time at the end.

Turn over ▶

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Important Information

Refer to your research notes from **Part A** to complete **Part B**. You cannot access the internet or any other resources during the supervised assessment period.

You must plan your time and work independently throughout the 3-hour supervised assessment period.

You will complete **Part B** under supervision and your work will be kept securely during any breaks taken.

You must not share your work with other learners.

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Part A Case Study

In preparation for **Part B** you will research **three** different online fitness platforms**.**

Your research should include:

- business operations
- facilities
- products and services
- demographics.

Part B Set Task Information

GLSL

GLSL online health and fitness was established in 2015 and operates as a private limited company (Ltd). GLSL specifically targets adults who are busy with work or who lack confidence joining a gym to provide a range of methods to support a healthy lifestyle from home.

GLSL uses the hashtag **#BthebestU** to promote the business on various online platforms.

Business operations

Staffing structure

Managing Director **(1 x full time)** Product development, pricing and sales
Online Platform Manager **(1 x full time)** Website, online marketing development, social media platform management and live content production
Fitness and Nutrition Team **(3 x part-time)** Online 'live fitness' session delivery Online content development Nutritional and meal preparation advice

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Basic financial records of GLSL

	2021	2022
Income		
Online membership	£150,000	£160,000
Pay as you go	£5,000	£3,000
Advertisement	£50,000	£80,000
Equipment sales	£21,000	£10,000
Total	**£226,000**	**£253,000**
Operational costs		
Staffing and wages	£125,000	£125,000
Legal costs (insurances)	£2,000	£2,000
Equipment production and manufacturing (including shipping and distribution)	£11,000	£5,000
Session delivery equipment e.g. spin bikes/cameras	£3,000	£2,500
Office and delivery space rental	£20,000	£21,000
Total	**£161,000**	**£155,500**
Profit	**£65,000**	**£97,500**

Facilities

The business is run from a facility that has been purposely designed to allow the fitness and nutrition team to live stream and develop online sessions ready for the website.

Customers can purchase GLSL branded equipment through the website. GLSL has a contract with the manufacturers who produce and ship the equipment directly to customers.

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Products and services

Product	Availability	Information
Live fitness sessions	Every day **Mornings** 06:00 am 07:00 am 08:00 am **Evenings** 18:00 pm 19:00 pm 20:00 pm	Workout live with exercise sessions delivered by the fitness team that include: • weight loss • HIIT (High Intensity Interval Training) • flexibility and core strength. All of the above sessions are available in each timeslot.
Prerecorded fitness sessions	Anytime	All sessions delivered by the fitness team that can be undertaken at a time to suit you. Special bonus exercise sessions included so you can try something new!
Diet and nutrition	Anytime	A number of delicious recipes that match your fitness goals and support: • weight loss • muscle gain • maintaining a healthy weight.
Fitness equipment	Anytime	Key equipment for exercises can be purchased directly and includes: • barbells • dumbbells • mats • flexibility bands • step boxes.

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Prices and memberships

Membership	Cost	Annual cost	Access		
			Live fitness sessions	Prerecorded fitness sessions	Diet and nutrition
Non-members	£2.50 per session	/	✓	✗	✗
SILVER membership	£30.00 Per month	£330.00 (1 month free)	✓	✓	✗
GOLD membership	£40.00 Per month	£400.00 (2 months free)	✓	✓	✓

GLSL's website is the main platform for key information about how customers can access content. The website contains:

- membership options
- live streamed sessions
- prerecorded fitness sessions
- nutritional recipes
- case studies
- customer feedback
- equipment offers and ordering process.

Social media is extensively used to promote the business by posting 'bite size' prerecorded videos, customer feedback and nutritional advice. These sites generate income from advertisement.

Demographics

GLSL has a worldwide demographic targeting adults. Equipment is only supplied to customers in the UK.

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IN CONTROL

Business operations

IN CONTROL is a well-established online fitness platform that supplies a range of products to people all over the world. These products improve every aspect of a person's health and fitness.

The company is well funded through advertisements and endorsements from key celebrities who support its promotion.

Products and services

Extensive range of prerecorded online workouts	Workouts include: • cardio • strength training • HITT • core • indoor cycling • dance • yoga and flexibility • kids.
Global social media community group	To support you on your health and fitness journey and help you get the most out of your workout.
Worldwide instructors	Industry leading instructors delivering new and exciting workouts.

The business advertises in a range of UK media platforms including:

- Men's Fitness magazine
- Health and Fitness magazine
- Sunday Times newspaper
- YouTube
- Twitter
- Facebook
- TikTok
- Instagram
- Snapchat.

IN CONTROL has its own app to give members full access to all workouts 'on the go' anywhere in the world. The app can be streamed to mobile phones, TVs, laptops and tablets.

The app allows people to customise their training by choosing specific workouts that are put together to create their training week. The app automatically uploads the workout videos to people's online diary for ease of access.

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IN CONTROL's website is available in over 20 languages. It has a full range of customer feedback and a question and answer section to help new customers know what to expect before they purchase any products or services.

Membership and subscriptions

There is a 14-day free trial option for new members. If a new member is not 100% satisfied they can cancel their membership.

Duration	Price
1 month	£14.00
3 months	£38.00 (10% off monthly price)
Annual	£143.00 (15% off monthly price)

All subscriptions include a six-week workout plan specially designed to suit each member's personal goals.

No equipment is needed to start – choose workouts with or without exercise equipment.

Demographics

IN CONTROL has a worldwide demographic for both children and adults.

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Set Task

You must complete ALL activities.

Produce a business summary by completing the following activities. You will need to refer to the task information and your research notes on online fitness platforms.

Activity 1. Review of business information

Review the current business status of GLSL using the information provided in the set task information. You should consider:

- the purpose
- the data
- your research of the sport and active leisure industry.

(Total for Activity 1 = 16 marks)

Activity 2. Business model analysis

Using the PESTLE **or** SWOT business model, analyse the factors that are currently affecting GLSL.

(Total for Activity 2 = 16 marks)

Activity 3. Recommendations

Recommend how GLSL can develop and market itself.

You should consider:

- customer groups
- trends in the industry
- the needs of the business.

(Total for Activity 3 = 20 marks)

Activity 4. Justification

Justify your recommendations for GLSL in relation to:

- IN CONTROL and other online fitness platform businesses
- the wider business context in the sport and active leisure industry.

(Total for Activity 4 = 12 marks)

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Taskbook

Please do not write answers outside the spaces provided.
You must complete all activities in this taskbook.

Activity 1. Review of business information

Review the current business status of GLSL using the information provided in the set task information. You should consider:

- the purpose
- the data
- your research of the sport and active leisure industry.

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(Total for Activity 1 = 16 marks)

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Activity 2. Business model analysis

Using the PESTLE **or** SWOT business model, analyse the factors that are currently affecting GLSL.

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(Total for Activity 2 = 16 marks)

Activity 3. Recommendations

Recommend how GLSL can develop and market itself.

You should consider:

- customer groups
- trends in the industry
- the needs of the business.

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(Total for Activity 3 = 20 marks)

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Activity 4. Justification

Justify your recommendations for GLSL in relation to:

- IN CONTROL and other online fitness platform businesses
- the wider business context in the sport and active leisure industry.

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(Total for Activity 4 = 12 marks)

TOTAL FOR TASK = 64 MARKS

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